



Race to Excellence Conference Call

Employee Transportation Coordinators Race to Excellence May 26, 2005

On May 26, 2005, Best Workplaces for CommutersSM (BWC) held a conference call to check in with employee transportation coordinators (ETC) on the first annual BWC Race to Excellence. Patrice Thornton from EPA's Best Workplaces for CommutersSM team welcomed the participants to the call and also introduced Susan Bullard, another EPA team member. During the strategy session, Ms. Thornton and Ms. Bullard reiterated the concept of the Race to Excellence and answered participant questions.

The BWC Race to Excellence is a fun and exciting way for organizations involved in Best Workplaces for CommutersSM to receive recognition for their efforts. This first-of-its-kind national competition is a way for EPA to recognize partners who are actively championing Best Workplaces for CommutersSM and/or promoting their designation as one of the Best Workplaces for CommutersSM. Ms. Thornton stressed that participants are not competing against each other—this is completely based on their own efforts.

ETCs representing employers that have been designated as Best Workplaces for CommutersSM are eligible to participate in the Race to Excellence. To participate, each organization must fill out an application by August 1, 2005. The application for ETCs is available on the Web site at <www.bwc.gov>.

Why participate in the BWC Race to Excellence?

This is a great opportunity for BWC employers to be recognized by peers, the community, and their management.

How do I apply?

ETCs of existing Best Workplaces for CommutersSM may apply by filling out the appropriate application, available at <www.bwc.gov/networkawards/index.htm>. The application asks for information on the activities performed between March 1 and August 1, 2005. However, this is a flexible awards program. EPA encourages ETCs to submit information on any activities you've completed even if they are not specifically listed on the application. In addition, EPA will make exceptions for activities that have occurred outside of the designated time range if they are regularly occurring events. Ms. Thornton reviewed the activities that are required for meeting the bronze, silver, and gold levels of the Race to Excellence. Those activities are listed on the application form.

What are the incentives?

Ms. Thornton indicated that EPA will recognize those organizations participating in the Race to Excellence at the ACT Conference this fall. Ms. Thornton also explained that the incentives are based on the recognition level that each organization achieves.

Bronze Level

- Certificate of recognition.
- Letter to company management signed by EPA recognizing achievements.
- Recognition on the BWC Web site and in newsletters.



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Silver Level

- Certificate of recognition.
- Letter to company management signed by EPA recognizing achievements.
- Recognition on the BWC Web site and in newsletters.
- Release to the business/environmental section of local newspaper.
- Letter to local elected officials or decisionmakers.

Gold Level

- Certificate of recognition.
- An award (to be determined).
- Letter to company management signed by EPA recognizing achievements.
- Release to the business/environmental section of local newspaper.
- Letter to local elected officials or decisionmakers.
- Inclusion of organization on a brochure that will list all Gold Level participants and will be showcased at conferences and other events throughout the year.

Open Discussion

- EPA encouraged participants to let EPA know if you plan to participate in the Race to Excellence. After completing activities during the specified time frame, please submit your application to EPA by August 1, 2005.

- Sharon Lewinson from Nortel Networks asked if ETCs can report activities at international worksites as part of the Race to Excellence. Ms. Thornton emphasized that only activities at Best Workplaces for CommutersSM worksites are eligible for the Race to Excellence and explained that worksites in other countries are not eligible. However, Ms. Bullard mentioned that EPA is interested to hear about all activities that ETCs are participating in to encourage alternative commute modes.
- Alisa Mattison Price from the Downtown Minneapolis TMO asked if her recent participation as a guest speaker on a phone forum and as a facilitator of a session at the recent TMA Summit counts toward the Race to Excellence. Ms. Thornton answered that both of those activities would certainly count.

Closing

Ms. Thornton ended the call by encouraging everyone to visit <www.bwc.gov> and review the application forms. EPA also requested that ETCs planning to participate in the Race to Excellence e-mail Terry Grover at <grover.terry@epa.gov> so EPA can expect your application. If anyone has any questions about the Race to Excellence, they may contact Patrice Thornton at (734) 214-4329 or <thornton.patrice@epa.gov>. Participants may also contact the Best Workplaces for CommutersSM information request line at (888) 856-3131 or <bwc@epa.gov>.